

## Older Generation are ‘Power Users’ of Health Tech

*A new milestone of technology adoption in healthcare is highlighted at Parliamentary reception*

**London 11 July, 2016.** Older generations are leading the way in the adoption of new technologies to improve their own health and wellbeing that could generate more value from the NHS, according to the conclusions heard at a recent Parliamentary reception.

Supported by John Glen MP and including a keynote speech by Simon Stevens, Chief Executive of NHS England, the reception was hosted at Portcullis House, by AXA PPP Health Tech & You. The audience consisted of policy makers, MPs, business and technology leaders who collectively engage with the health tech revolution.

The reception, reflecting on the success of year two of the AXA PPP Health Tech & You initiative also highlighted that the enlistment of design and technology innovators into the NHS could help patients with chronic illnesses such as diabetes, obesity and mental health conditions to live more independently, which could reduce NHS spending in the long term.

The digital health revolution has been embraced by AXA PPP healthcare which founded and leads the AXA PPP Health Tech & You initiative.

**Chris Horlick, Distribution Director at AXA PPP healthcare,** said: “At AXA PPP healthcare, we understand that the way in which consumers increasingly want to access health information and take better care of their health and wellbeing is changing. Our own recent State of the Nation survey also echoed a generational trend towards younger and elderly audiences embracing health tech.”

The AXA PPP Health Tech & You State of the Nation survey, undertaken as part of this year’s initiative, showed that older generations are more likely to use blood pressure monitors, blood sugar level monitors and mole checkers as they get older. The survey also showed that nearly half (48 per cent) of those aged over 55 would be willing to have their full medical details stored on a microchip in a bracelet or necklace.<sup>1</sup>

Incredibly, nearly 1 in 4 (23 per cent) over-55s would be willing to have a microchip placed under their skin containing medical information that could be accessed by healthcare professionals if they needed medical care.<sup>1</sup>

Horlick added that “AXA PPP Health Tech & You is therefore committed to celebrating and showcasing innovation to encourage adoption of health tech which mirrors NHS strategies to increase health tech adoption for all members of society.”

Now entering its third year, AXA PPP Health Tech & You has enabled more than 200 million people across the UK and abroad to watch and read about new innovations and organisations that are helping them to live healthier lives.

For more information on AXA PPP Health Tech & You, please visit [www.healthtechandyou.com](http://www.healthtechandyou.com) as well as download the app, which is free and available from the App Store and Google Play by searching AXA PPP Health Tech & You.

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**Visit the AXA PPP Health Tech & You website:**

[www.axapphealthcare.co.uk/healthtechandyou/](http://www.axapphealthcare.co.uk/healthtechandyou/)

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## References

<sup>1</sup> AXA PPP Health Tech & You State of the Nation Survey. YouGov October 2015

## **Notes to Editors**

### **About AXA PPP healthcare**

AXA PPP healthcare – one of the largest and most experienced private medical insurance providers in the UK – has been helping people to access healthcare services since 1940. Today it forms the UK healthcare arm of AXA and provides cover for medical and dental care for individuals and employers, and employee wellbeing, counselling, occupational health and rehabilitation services through its specialist Health Services division.

AXA PPP healthcare has been named the Best Healthcare Provider for three years running in the Your Money Awards and, in June 2015, was awarded the prestigious accolade of European Large Contact Centre of the Year at the 2015 European Contact Centre & Customer Service Awards, followed in September 2015 by the Best Customer Experience accolade in the Large Contact Centre category of the UK Customer Experience Awards 2015.

### **About 2020health**

2020health is an independent, social enterprise think tank with a mission to 'Make Health Personal', giving people the information, understanding and confidence to take a meaningful role in their health and wellbeing, and creating the conditions for a healthy society. 2020health has been leading on health technology innovation for some years, with publications covering NHS IT, telehealth, use of technology by the US Veteran's Health Administration and personal electronic healthcare records. 2020health research publications have covered alcohol, employment, the economy, school health and wellbeing, pricing of medicines, biotechnology, NHS reform and fraud. 2020health believes public involvement in healthcare is essential for driving forward the changes required.

### **About Design Museum**

The Design Museum is building the world's leading museum devoted to architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to Lady Gaga's Gareth Pugh-designed bin bag dress. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. The Design Museum is relocating from its current home at Shad Thames to Kensington, West London this year. Leading designer John Pawson is converting the interior of the former Commonwealth Institute building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and significantly extend its learning programme - it is due to open to the public on 24 November 2016. For more information, please visit the multi-award-winning: [designmuseum.org](http://designmuseum.org)